

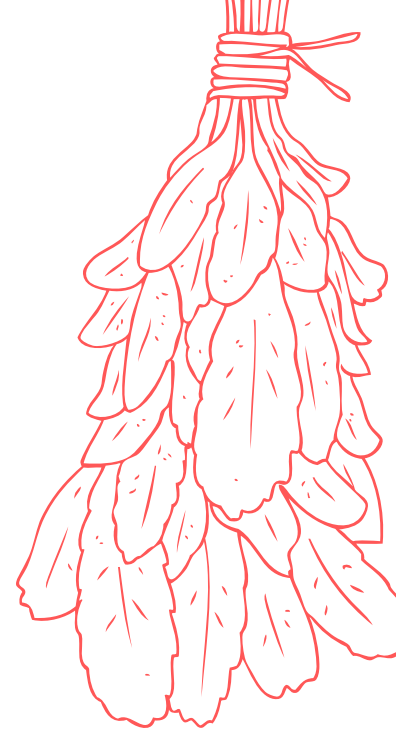
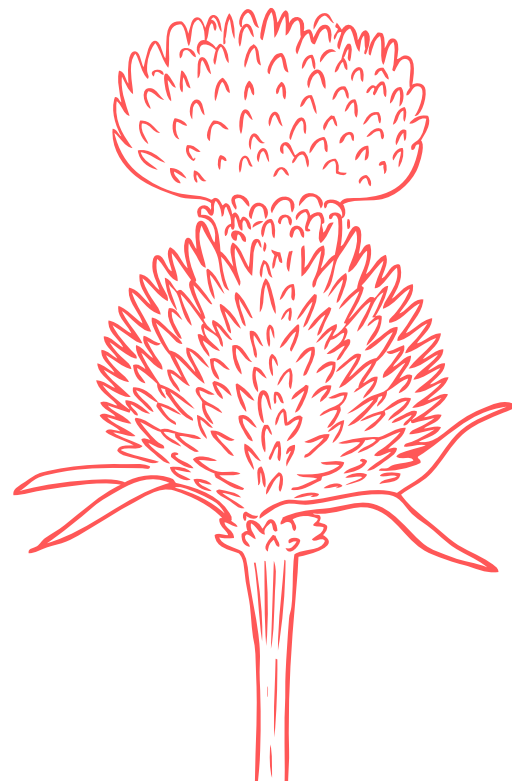
AFFORDABLE
WEB DESIGN
GUIDE

WYLD E
& C O

GRAPHIC DESIGN
BRANDING
WEB DESIGN

ONLINE PRESENCE

- Art direction for your project to ensure that the creative ideas align with the project's objectives.
- Website design & build
- **A single page of content**
- Copywriting
- Search Engine Optimisation
- Squarespace Hosting*
- Assistance with Domain Name Transfer
- SSL Certificate
- **£200**

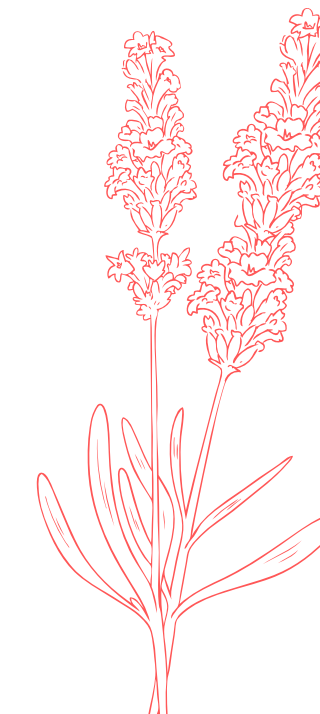


BOUTIQUE BUSINESS

- Art direction for your project to ensure that the creative ideas align with the project's objectives.
- Website concept design & build
- **5 pages of content**
- Copywriting
- Search Engine Optimisation
- Squarespace / WordPress Hosting*
- Assistance with Domain Name Transfer
- SSL Certificate
- **£500**

SMALL & INDEPENDENT BUSINESS

- Screen-based research into the business sector, competitors, target market, brand values and differentials, brand history, aims and objectives.
- Art direction for your project to ensure that the creative ideas align with the project's objectives.
- Website concept design & build
- **10 pages of content**
- Copywriting
- Search Engine Optimisation
- Squarespace / WordPress Hosting*
- Assistance with Domain Name Transfer
- SSL Certificate
- **£850**

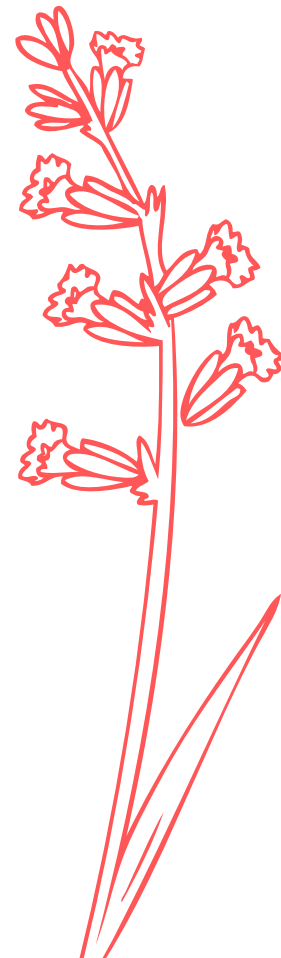


ESSENTIAL PAGES

It's great to have a personality with a custom website. But, if you want to play nice with search engines and ensure your visitors can navigate smoothly, we suggest these must-have web pages included in our design packages.

BOUTIQUE
BUSINESS

SMALL &
INDEPENDENT
BUSINESS



HOME PAGE

Look at the first page of your website like the first page of your business brochure. You want your business to reflect what you do in legitimacy and quality, it's often the first impression a potential customer gets of your business or you. Summarise your business and services, linking to important pages of your website.

ABOUT

For new customers in particular, it's good to introduce your business and team. An opportunity for clients to connect with you and showcase your services. This can also help with SEO or if you want to promote yourself and your services through other channels, an easy access point for information.

SERVICES/ PRODUCTS

Detail the services/products your business offers with comprehensive details It's good to include as much information as possible, not only does this limit repetitive enquiries for you it can capture customers who are interested in your business and even funnel them into making a purchase 24 hours a day!

CONTACT

Your customers will need to get in touch with you, and it's best to display your contact details location, opening hours and social media links on a dedicated web page.



BLOG

A place to keep your website users updated. Whether it's company updates, tips articles, or special offers, a blog is a great feature to add. Although it takes time it can be a great way to direct traffic to your site, and by sharing your expertise or passions, which will help potential customers build a relationship with you. Skillfully done it will boost SEO.

PRICING

Depending on the business, offering a dedicated pricing page could be a good idea to provide upfront cost details. You might not want to provide all your prices depending on the services you offer, but some entry-level costs can encourage calls from prospective clients as much as stop repetitive enquiries.

FAQ

Often your website users will have questions, and many frequently asked questions can be covered on a dedicated website page. If you take the time to do this option well you can use the information to answer client questions with ease, saving you time.

TESTIMONIALS

If a potential client hasn't heard of your business, showing testimonials and reviews is a good way to gain their trust.

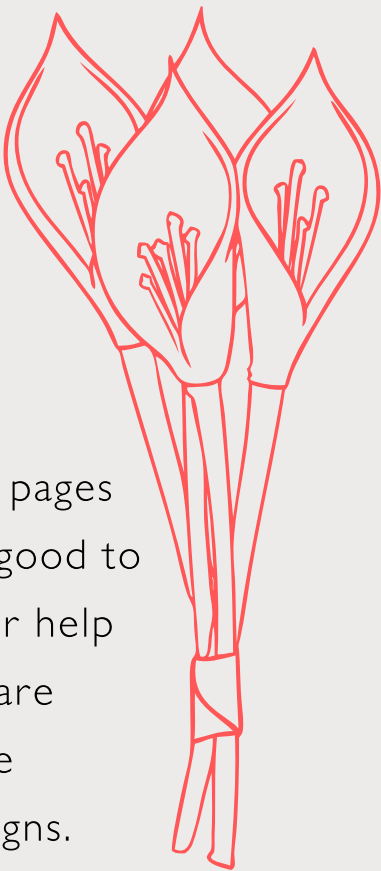
CASE STUDIES

Showing case studies from previous clients or projects offers transparency and demonstrates why a customer should use your services.

PORTFOLIO

Especially relevant for businesses who design, a portfolio is a great place to showcase your previous work. We can also link this with your social profiles such as Instagram.

OPTIONAL WEBSITE PAGES



While it's good to get the essential pages in place on your website it's often good to include more information to further help the user find the information they are looking for. The following pages are commonly used in our website designs.

**SMALL &
INDEPENDENT
BUSINESS**

MOBILE FRIENDLY & RESPONSIVE DESIGN

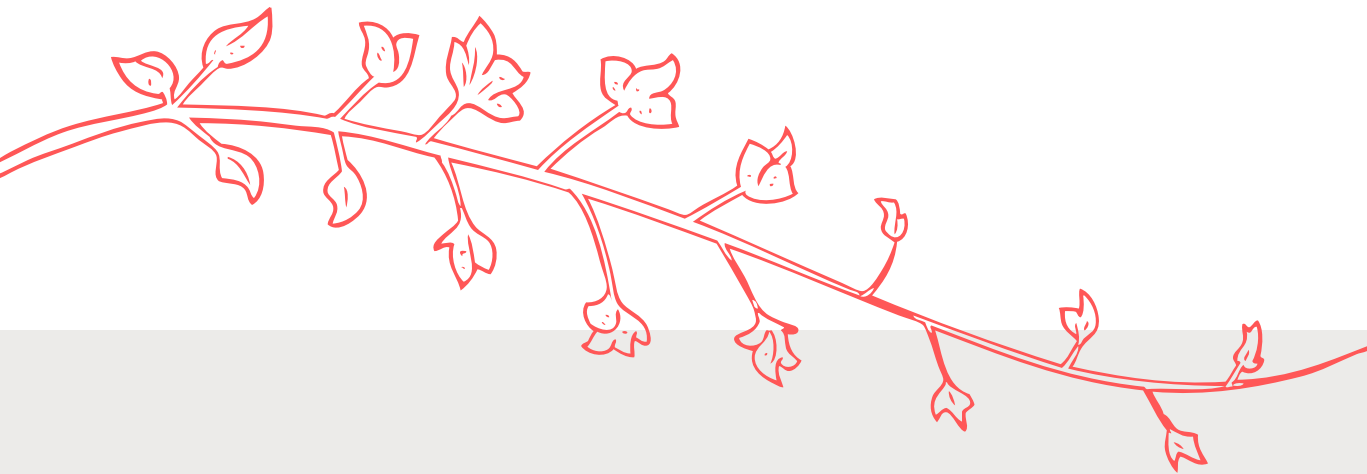
Every project I take on is crafted to be 100% mobile-friendly and interactive to any screen size. So, whether you're browsing on a laptop, tablet, or phone, our designs will always look their best. I test your website on a variety of devices and browser types before taking them live. Mobile browsing just got a whole lot easier.

BRANDING & COLOURS

A majority of businesses have a distinct business identity, which includes a logo I aim to create a website that aligns with the style and colour palette of your existing branding, making it easily recognisable to your current customers. If you do not have a defined brand, I can assist in creating a logo design and branding package that best represents your business for an additional fee.

LINKS TO SOCIAL MEDIA

Social media links are crucial for your website design. I make it a priority to include links to your social media pages in your website design. We're talking Facebook, Instagram, Pinterest, Twitter, LinkedIn, YouTube, TikTok, Snapchat, Tumblr, and any other platforms you might be interested in. We'll need to create a dummy password so I can have short-term access while I make the links to some platforms. Why is this important? Because social media has become the new grapevine for people seeking information about your business. Customers want to know what others are saying about you, and having your social media links prominently displayed on your website – whether it's in the header, footer, or contact page – is essential.



FRONT END SERVICE OVERVIEW

— Wylde & Co

GRAPHIC DESIGN
BRANDING
WEB DESIGN

OPTIMISATION FOR SPEED

Website loading speed should always be a priority in web design. I provide high-quality, fast, and secure UK-based hosting as part of the website design package. However, meeting Google's strict Core Web Vitals requirements often requires additional optimization. While these metrics are only a minor ranking factor, it's worth getting them right from the get-go.

My web design services include further optimization, such as minimizing code, compressing images, and enabling caching and page preloading, to ensure maximum website performance.

SSL CERTIFICATE

In this age of cyber mischief, a website can't be too safe! You want your user's info under lock and key, not up for grabs by internet trolls. That's why I'll automatically install an SSL certificate on our sites, so you can breathe easy knowing that your user's data is encrypted and your site is as secure as Fort Knox. Look for the 'https://' in the URL, and you'll know you're in good hands.

SEARCH ENGINE OPTIMISATION

Before you show your website off to the world, let's make sure it's getting the attention it deserves from search engines.

Without getting too techy, search engines need to know what your website is all about. This means adding and optimizing title tags, meta tags, heading tags, schema data, and sitemap. Think of the sitemap as a treasure map for search engines, leading them to all the pages and posts on your site.

Did you know that a whopping 90.63% of web pages are never even seen by Google? Don't let your website be one of them! I highly recommend ongoing SEO to skyrocket your site up the ranks!



OPTIMISATION SERVICE OVERVIEW

Name (required)
First Name Last Name
Email (required)
Message (required)
I would like to enquire about...
Send

Name (required)
First Name Last Name
Email (required)
I'm interested in help with... (required)
 Discussing a group booking
 Party Planning
 Accessibility/ Access
 Dietary requirements
 Working for us
 Becoming one of our suppliers
 Sustainability
 Charitable Giving
Additional Message (Optional)
If you wish to book a table for your visit, please use our bookings diary on the booking page.
Submit

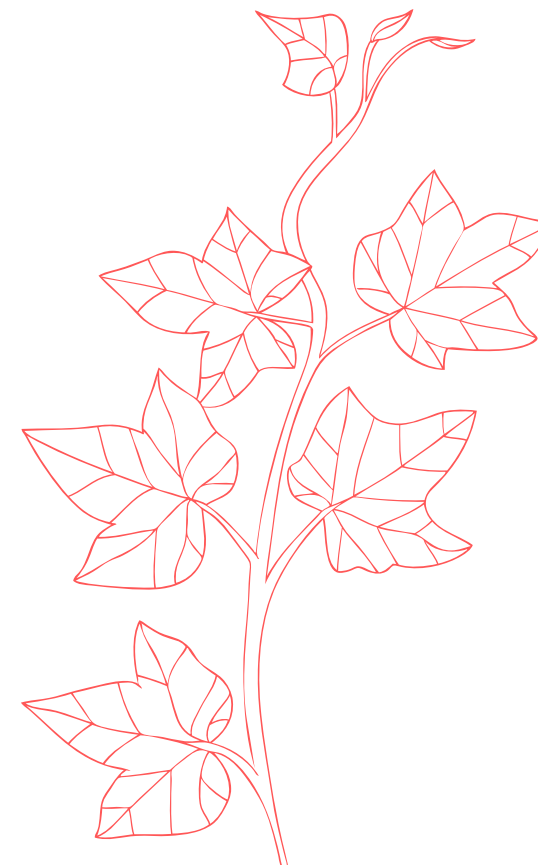
WEBSITE CONTACT FORMS

Simplify Your Customer Communication with a Website Contact Form

One of the easiest ways to streamline customer contact is through a website contact form. These can be placed anywhere on your website, but are usually found on the contact page.

I will customize your forms to include only the necessary fields to gain critical customer information. Typically, they include name, contact number, email address, and message. Other fields that you can include are availability for contact, location, and the nature of the inquiry.

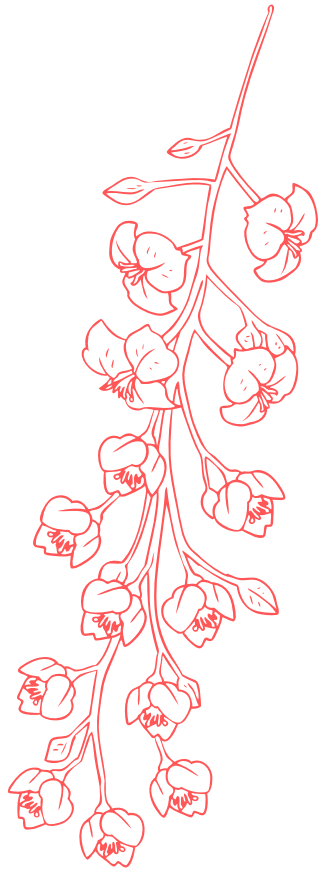
As part of my web design service, we can help you set up these forms and make sure that the information is sent directly to your email address, with prefilled sections so you know where the enquiry is coming from and essential information.



WEBSITE SUPPORT

No matter what stage you are at with your website design, I am available to address any concerns. If you need help navigating specific features, I am more than happy to assist. I can offer guidance through the process or provide you with a written guide, depending on your requirements. This is included for up to two weeks after completion. After this time changes assistance is charged at an hourly rate.





DOMAIN NAMES & EMAIL

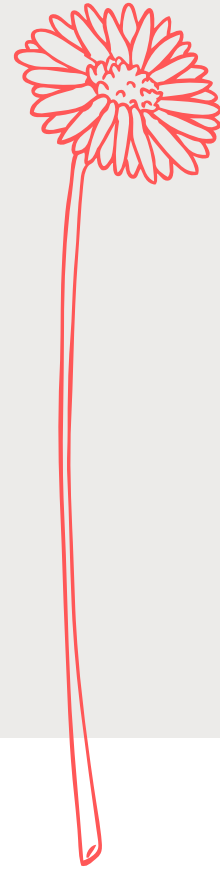
A domain name is crucial to the success of your website and business. While many web-building platforms offer free domain names, these are often sub-domains and may not effectively represent your brand (e.g. example123.awebsiteplatform.co.uk). This can create a negative impression on your potential customers.

To establish a professional identity for your website, I recommend obtaining a domain name for your business through a domain provider. This also provides you with a personalised email address (e.g. you@example.co.uk) through paid domain registration. I can assist you in configuring your chosen email platform.

If you need further clarification or support purchasing your domain this can be discussed.

WYLDDE

& CO



THE CONSULTATION PROCESS

ENQUIRY

DISCOVERY CALL

BRAND
QUESTIONNAIRE

CONTRACT &
INVOICE

PROPOSAL

WHAT'S INCLUDED

WYLDDE & CO



PROPOSAL PROCESS

CONSULTATION

STRATEGY
CONCEPT

SCREEN BASED
RESEARCH*

CREATIVE
DIRECTION

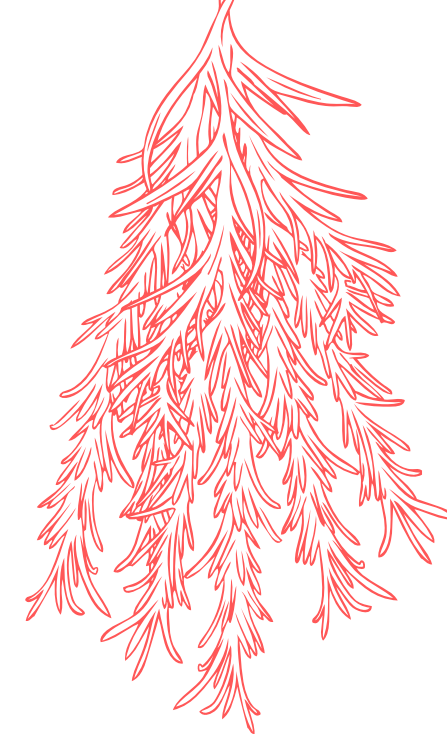
DESIGN BEGINS

WEBSITE PROPOSAL OVERVIEW

CONSULTATION

I:I During this consultation I work with your core values to prioritise unique brand strategy.

QUESTIONNAIRE DOC



STRATEGY & CONCEPT

Once your brand foundation is in place I guide you in designing your brand identity so that you speak to the values and aesthetics of your ideal clients.

BRAND FOUNDATION
& CONCEPT
PRESENTATION PDF

RESEARCH

I research your position in the marketplace and look at your competitors and influencers. I find features and USPs so that I can design interactive and relevant website.



WEBSITE PROPOSAL OVERVIEW

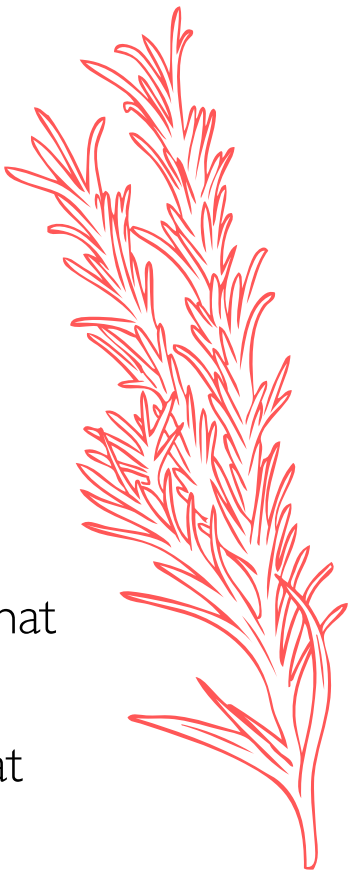
CREATIVE DIRECTION

I'll help you pinpoint your ideal client, core values and position so we have a clear idea of the brand's creative direction before jumping into the design.

DESIGN BEGINS

I'll create a custom Squarespace or WordPress Website that uses your brand elements to elevate your business and target your ideal clients the projected pages/ sections that could be included are :

- Home
- About
- Contact
- Gallery with Instagram-embedded
- Services/ Product
- Blog
- Pricing
- Case Study
- Portfolio
- FAO's &T&C's
- Order form
- Order Online (external Link)



SITE MAP

I'll map out your website so that you can increase website traffic and reach your ideal clients.

WEBSITE SITE MAP PDF

CONCEPTS & DEVELOPMENT

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.

FINAL DESIGN APPROVAL, WEBSITE DESIGN AND DEVELOPMENT.

POST LAUNCH

After your website launches, we'll give you a tutorial on making any future edits in-house.



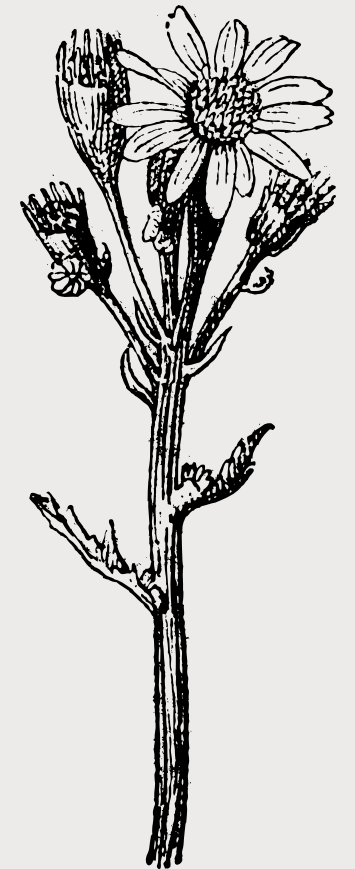
WEBSITE PROPOSAL OVERVIEW

LOGO DESIGN*
BRAND IDENTITY*
STOCK IMAGE LICENSING*
WEB HOSTING
DOMAIN REGISTRATION
CHARGEABLE PLUGINS

WHATS NOT INCLUDED

The following things are not included in the cost of the website. Not every project ends up involving these extra costs but sometimes they arise.

*services I offer at an extra fee.



A FEW THINGS YOU SHOULD KNOW ABOUT WORKING WITH ME IF YOU WANT REVISIONS.

Because I use the one concept message and my process is so streamlined including the creative direction that needs to be approved before a design begins typically revisions are minimal. However, if you feel that you would like to see additional requirements to the concept you are allowed 1 full revision to the concept at no cost. a 'round' consists of as many changes as you would like to see, as long as they're given at the same time. Any additional revisions after the completion 2-week grace period are charged at an hourly fee.

If your project requires written content that I am not providing then I cannot begin the design until it is delivered to me. For example product descriptions for purchasing, text for pages or collateral items etc. Please keep this in mind as it can significantly delay the project timelines if these items are not delivered before the project begins.



07706886813

AURORA@WYLDEBRANDING.CO.UK

WYLDEBRANDING.CO.UK.

PAYMENT SCHEDULE

A 75% upfront payment is required to start the project, with the final payment due within 2 weeks of completion.

CANCELLATION

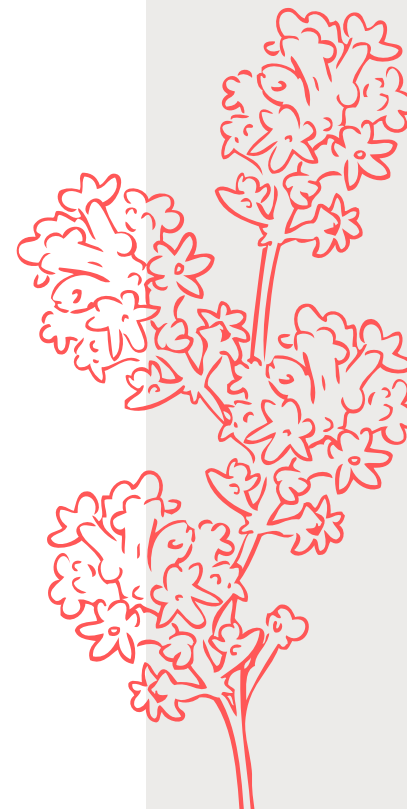
If there is no communication for over two weeks, the upfront fee is retained.

TIMELINE

Every job is different, and every deadline is different. You should allow sufficient time for the designing and proofing of your work. If your deadline is very tight, I will do my best to complete your work within this time. I will, of course, advise before commencing the work.

WORKSHEETS & PREPARATION

Once you confirm your booking, I will begin preparing for the project. To secure your spot in my design calendar, you will need to sign a contract and make a deposit. Once this is done. Additionally, I will provide you with a private Pinterest mood board that will assist you in compiling the style and aesthetics that you believe reflect your brand.



COMMUNICATION

COMMUNICATION

During this project, I will communicate with you largely via email or Teams. If you wish to schedule a 1:1 call you may do so by email, and I will communicate availability to arrange enough time to prepare for the meeting or call.

OFFICE HOURS

As I work with many clients I may not always be able to respond to questions or feedback during your normal working hours. My office hours are Monday to Friday 9 to 3 pm.

SHARING MY PROCESS

Because the nature of this industry is so visual, I will often share my work and process through social media. If you would prefer that your work is not shown until it is completed or at all, please let me know so that I don't share your work until you are ready to celebrate your work publicly.